

REMARKS

This application has been carefully reviewed in light of the Office Action dated November 14, 2005. Claims 55 to 59 are in the application, of which Claims 55, 58 and 59 are independent. Reconsideration and further examination are respectfully requested.

Claims 47 to 54 had been rejected under 35 U.S.C. § 102(e) over U.S. Patent 6,509,910 (Agarwal). Claims 47 to 54 have all been cancelled, without prejudice or disclaimer of subject matter, and without conceding the correctness of the rejection, and new Claims 55 to 59 have been substituted therefor. New Claims 55 to 59 are believed to recite patentable subject matter, as described more fully below.

Claims 55 to 59 are directed to arrangements, such as that illustrated in Figure 8 of the subject application, in which a user selects a thumbnail image, and upon receipt of selection of the thumbnail image, image data corresponding to the selected thumbnail image is displayed together with advertising information.

Thus, as set out in the claims herein, advertising information is received from an advertiser, and image data is received from a user terminal. Thumbnail images corresponding to the image data are displayed at the user terminal. A selection is received, at the user terminal, of a displayed thumbnail image, and image data corresponding to the selected thumbnail image is displayed with the received advertising information.

It is therefore a feature of the claims herein that image data and advertising information are displayed at a user terminal in correspondence to a selection of a thumbnail image.

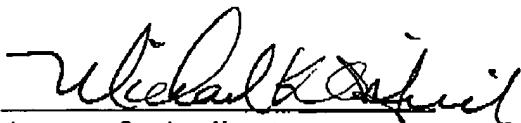
The patent to Agarwal has been reviewed, but it is not seen to disclose or to suggest the foregoing arrangement, particularly as regards the display of image data together with advertising information in correspondence to a selected thumbnail image. Rather, Agarwal is understood to disclose a system in which digital camera images and/or advertisements are loaded to a portable digital media frame (DMF) network server and displayed in response to a request. Lines 21 to 32 of Agarwal's column 10 describes three display modes for the DMF: a pictorial mode, an information mode, and a combination pictorial/information mode. In the combination mode, the DMF dedicates a portion of the screen to pictorial display while another portion of the screen is apportioned to informational display, which might include advertisements.

Thus, although some might take the position that Agarwal describes a display which combines images and advertisements, nothing in Agarwal is seen to describe an arrangement in which such a display corresponds to the selection of a thumbnail image. At best, Agarwal's combined display might result from a user's selection of a "next image" (see column 10, lines 9 to 13), although Agarwal's description on this point is not clear and such an operational sequence is uncertain.

It is therefore respectfully submitted that the claims herein recite subject matter patentable over the cited Agarwal patent, and allowance of the claims herein is respectfully requested.

Applicants' undersigned attorney may be reached in our Costa Mesa, California office by telephone at (714) 540-8700. All correspondence should be directed to our address given below.

Respectfully submitted,



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